

THE ROYAL
COUNTRYSIDE
FUND

**Director of
Development &
Partnerships**

**The Royal
Countryside Fund**



Welcome

Dear Candidate,

Thank you for your interest in joining The Royal Countryside Fund at what is a pivotal and exciting point in our charity's journey, since His Majesty The King created the Fund when Prince of Wales in 2010, and who continues to be our Royal Founding Patron.

This is a crucial senior leadership role, which provides a rare and exciting opportunity to play a central part in shaping the future of The Royal Countryside Fund, a UK-wide charity.

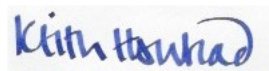
You will be responsible for growing our sustainable unrestricted income by leading our work to increase the RCF's resources (Budget for 2026/27 FY £3.8m). But the role is so much more than that, it requires the development of a new fundraising strategy and associated approach to rethink how we build genuine, shared-value partnerships with all who wish to support us and that strengthen our impact as well as our income, whether they are individuals, corporates or trusts & foundations.

We have an enviable raft of corporate partnerships with leading companies and have recently developed our income from trusts and foundations to a similar level. While there is much scope to grow both income streams, there are areas such as legacies and individual giving, which in comparison, are undeveloped.

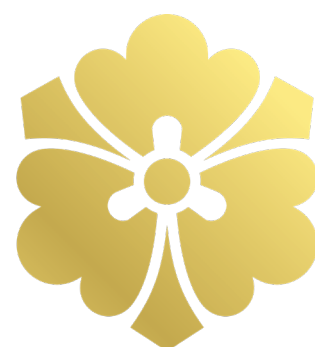
We are committed to further investment in embedding monitoring, evaluation and learning across all aspects of our work to demonstrate our charitable purpose and impact. And we are already seeing a positive response to this approach from funders leading to an extension of our partnerships with them.

Whether it's through support to farming families or investment in rural communities, we're all about bringing people together and making changes that last. Helping countryside communities thrive now and for generations to come.

If that inspires you, then I hope you will consider applying to become our new Director of Development & Partnerships.



Keith Halstead
Chief Executive



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Director of Development & Partnerships



Starfish

About us

We're The Royal Countryside Fund – a UK-wide charity working alongside farming families and rural communities to provide the support and funding they need to thrive.

Right now, hardworking family farms and rural communities face social, environmental and economic pressures that threaten the livelihoods they love. They shouldn't have to face these alone – and with us, they don't have to. That's why HM King Charles III founded The Royal Countryside Fund back in 2010 – to recognise the real challenges that come with rural life and do something about it.

Our locally based programmes help farming families discover achievable ways to make their farms more financially and environmentally resilient. And by combining their ideas with our funding and guidance, we help rural communities run community-led projects that will stand the test of time. So far, we've supported over 5,750 farming families, and invested £12.7m million in more than 556 rural community-led projects.

Whether it's through farming support or rural projects, we're all about bringing people together and making changes that last. Helping countryside communities thrive now and for generations to come.

To find out more, visit The Royal Countryside Fund's website at

www.royalcountrysidefund.org.uk



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Director of Development & Partnerships



Job description

Job title:	Director of Development & Partnerships
Reports to:	Chief Executive
Direct reports:	Corporate Partnerships Manager, who line manages the Senior Corporate Partnerships Officer. Different aspects of philanthropy are assigned across the staff team, while individual managers support applications to trusts & foundations, assisted by a T&F consultant.

Role purpose:

As Director of Development & Partnerships, you will lead the charity's income generation strategy across all streams, ensuring short-term stability while setting up long-term growth. You will oversee a small but dedicated team, providing direction and structure while optimising current funding pipelines and developing new opportunities. Your work will safeguard and expand the resources needed to deliver and scale our farming resilience and rural community grant programmes.

You will work closely with the Chair and members of our Development Committee and act as secretary to it.

An early task will be to review our fundraising performance and, in association with our Development Committee and Finance & Resources Committee, develop a new three-year fundraising strategy for the charity from 2027 to 2030.

You will also be a member of the RCF's Leadership Team and while leading your own team, you will work with senior staff and trustees across all aspects of the charity's activities.

Main responsibilities:

Income strategy and sustainability

- Lead the development and implementation of a coherent income and development strategy across all fundraising channels - trusts and foundations, corporate partnerships, individual giving, and statutory or institutional funding.
- Work closely with the Chief Executive to align income strategies with the charity's strategic plan, annual operating plan, programmes, and impact priorities.
- Develop and maintain a sustainable income portfolio, with clear visibility of secured, probable and prospective income across current and future financial years, identifying emerging funding gaps and developing plans to address them.
- Work with the Chair and members of the RCF's Development Committee to generate leads and opportunities.
- Identify, cultivate, and steward high-value prospects and partners, including corporate supporters, major donors, and key funders.
- With the support of colleagues, particularly the Deputy Chief Executive, lead the development of compelling and well thought through funding proposals and pitches tailored to different audiences using exceptional story-telling and our impact reporting to inspire support.



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Relationship management

- Lead on the development and building relationships with existing funders, ensuring clear relationship management responsibility with the Communications & Engagement Manager, and making effective use of our CRM database (Salesforce).
- Lead on the negotiation and management of partnership agreements to ensure successful completion, liaising, as necessary with RCF's legal advisers.

Internal management and organisational processes

- Provide day-to-day leadership, coaching and support to the development team, setting clear priorities and performance expectations
- Review and strengthen existing fundraising pipelines, processes, and systems to maximise efficiency and income potential.
- Work with the Head of Finance to develop the annual budget for the RCF, individual budgets for funding proposals, and to contribute to regular financial forecasting and reporting.
- With the Head of Finance ensure that all funding proposals reflect full cost of delivery and optimise the appropriate recovery of programme staff, support and overheads.
- Work with the Communications & Learning Manager to ensure we fully optimise our approach to monitoring, evaluation and learning from all of our programmes and align with the requirements of our funders.
- Monitor and report on income performance, risks, and opportunities, providing clear insight and recommendations to the Leadership Team and the Board.

Additional accountabilities

The post holder may be required to carry out other duties that are reasonably to be considered as within the scope and purpose of the job and the aptitudes of the job holder.

This job description reflects the current requirements of the post. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description.

Special working conditions

- Travelling across the UK
- Attending some evening and early morning events
- Some overnight stays.



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Person specification

Knowledge and experience

- Proven track record in senior-level income generation or fundraising leadership within the charity or non-profit sector.
- Demonstrable experience of developing and delivering successful multi-stream income strategies.
- Strong background in managing and growing income from trusts and foundations, corporate partnerships, and individual giving.
- Experience of leading and motivating fundraising or business development teams in a target-driven environment.
- Experience of working with a Development Committee and trustees.
- Extensive experience and ability to build and maintain strategic relationships with funders, partners, and high-value supporters including a strong understanding of restricted and unrestricted funding a full cost recovery.
- Excellent written and verbal communication skills, with the ability to craft persuasive propositions, inspiring donors and presenting at senior level.
- Comfortable working in a hybrid environment, managing time effectively between remote and in-person commitments in London.

Skills and abilities

- Working knowledge and extensive experience with CRM systems/donor management platforms (Salesforce) and data-led approaches to fundraising and supporter engagement.
- Experience of monitoring, evaluation and learning frameworks to demonstrate charitable purpose and impact.
- Financial literacy.

Qualifications

- Degree-level education or equivalent experience in a relevant field (e.g. fundraising, business, charity management).
- Professional fundraising, income generation, or charity qualification (e.g. IoF/CIoF) is highly desirable.
- Evidence of ongoing professional development in fundraising, business development, or leadership.

Behaviours and values

- Act in accordance with the Royal Countryside Fund's values: practical, collaborative, empowering and responsive. Also, the post holder should:
- Have enthusiasm and affinity for the work of the RCF and rural matters.
- A results driven individual with a strong work ethic.
- Recognise the implications of working within a royal charity



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Terms of appointment

Salary: The salary for this role is £70,000 per annum on a full-time permanent basis.

Location: 13th Floor, 33 Cavendish Square, London, but with hybrid working policy in place. For this role, at least initially, a minimum of two days in the office is required each week.

Pension: Contributory pension through the Royal Household Worksave Pension Scheme with up to 7.5% employer contribution upon completion of six months' continuous service, which is conditional on employees maintaining a minimum contribution of 2.5% of salary.

Annual leave: 25 days annual leave rising by 1 day for every year of service on the anniversary of joining to a maximum of 30 days, plus English statutory bank holidays (8 days).

Further benefits are offered, including enhanced family-friendly policies, a summary of which will be made available to short-listed candidates



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How to apply

We hope you will consider making an application.

To make an application, please go to <https://starfishsearch.com/jobs/royal-countryside-fund-Director-of-Development-and-Partnerships/> and click on the apply button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: Sunday 15th November 2026
Preliminary interviews: w/c 23rd November 2026
Final Panel interviews: w/c 30th November and w/c 7th December 2026



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